

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer-implemented method for blocking advertisements, the method comprising:

referencing a primary advertisement within a web page;

identifying, based on referencing the primary advertisement within the web page, at least one blocking category of [[ads]] advertisements to be blocked and one or more terms that are relevant to the at least one blocking category;

accepting at least one [[ad]] advertisement as a candidate for a secondary advertisement within the web page that features the primary advertisement, with each accepted ~~ad~~ advertisement being associated with at least one descriptive category; being configured to be embedded in the [[Web]] web page of a content publisher and being provided by an advertising server;

storing the at least one accepted ~~ad~~ advertisement on the advertising server for consideration in a list of ~~secondary~~ candidates for the secondary advertisement;

identifying a document to which the at least one accepted advertisement ~~ad~~ is linked, the document representing a landing page related to the at least one accepted advertisement ~~ad~~;

analyzing content in the document to identify one or more terms in the document; ~~and~~ comparing the one or more terms in the document to the one or more terms that are relevant to the at least one blocking category;

identifying, based on the comparing, whether the at least one accepted advertisement is in one or more of the at least one blocking category;

using the at least one blocking category of [[ads]] advertisements to be blocked to develop the list of the one or more secondary candidates for the secondary advertisement for

placement with the primary advertisement, the ~~secondary~~ candidates being selected from the at least one accepted ~~[[ad]] advertisement~~ for the secondary advertisement; and

preventing the at least one ~~accepted selected~~ ~~[[ad]] advertisement~~ from being included in the list of ~~secondary~~ candidates if the at least one accepted advertisement is in one or more at least a predetermined number of its at least one descriptive category match any of the at least one blocking category of [[ads]] advertisements to be blocked, wherein the at least one descriptive category associated with the ad is determined from the content of the document.

2-4. (Cancelled)

5. (Currently Amended) The method of claim 1<sub>1</sub> wherein ~~the act of preventing an ad from being served includes~~ comprises removing the at least one accepted advertisement [[ad]] from the list of candidates a set of eligible ads.

6. (Cancelled)

7. (Currently Amended) The method of claim 1<sub>1</sub> wherein at least one of the at least one ~~descriptive blocking category~~ descriptive blocking category [[is]] comprises a product category of advertisements for products to be blocked.

8. (Currently Amended) The method of claim 1<sub>1</sub> wherein at least one of the at least one ~~descriptive blocking category~~ descriptive blocking category [[is]] comprises a service category of advertisements for services to be blocked.

9. (Currently Amended) The method of claim 1<sub>1</sub> wherein the at least one blocking category of ~~[[ads]] advertisements~~ to be blocked is accepted from a list associated with at least one document.

10. (Currently Amended) The method of claim 9<sub>1</sub> wherein the at least one document comprises at least one web Web page.

11. (Currently Amended) The method of claim 9<sub>1</sub> wherein the at least one document comprises include Web web pages of a website Website.

12. (Currently Amended) The method of claim 9<sub>1</sub> wherein the at least one document comprises at least one Web web page associated with a path name.

13. (Currently Amended) The method of claim 1<sub>1</sub> further comprising:  
~~accepting at least one term~~ comparing advertisement information for the at least one  
accepted advertisement to the one or more terms that are relevant to the at least one blocking  
category; and  
preventing ~~an ad~~ the at least one accepted advertisement from being served if at least a  
part of ~~its ad~~ the advertisement information includes one or more of the one or more terms that  
are relevant to the at least one blocking category ~~at least a second predetermined number of any~~  
~~of the at least one term~~.

14. (Currently Amended) The method of claim 13<sub>1</sub> wherein the at least [[a]] the part of  
the [[ad]] advertisement information [[is]] comprises content of a creative of the at least one  
accepted advertisement [[ad]].

15. (Currently Amended) The method of claim 13<sub>1</sub> wherein the at least [[a]] the part of  
the [[ad]] advertisement information [[is]] comprises keyword targeting terms associated with  
the at least one accepted advertisement [[ad]].

16. (Cancelled)

17. (Cancelled)

18. (Currently Amended) The method of claim 13, wherein the advertisement information comprises ~~at least one of the at least one term~~ is a product name.

19. (Currently Amended) The method of claim 13, wherein the advertisement information comprises ~~at least one of the at least one term~~ a name of a product manufacturer.

20. (Currently Amended) The method of claim 13, wherein the advertisement information comprises ~~at least one of the at least one term~~ a name of a product retailer.

21. (Currently Amended) The method of claim 13, wherein the advertisement information comprises ~~at least one of the at least one term~~ a service name.

22. (Currently Amended) The method of claim 13, wherein the advertisement information comprises ~~at least one of the at least one term~~ a name of a service provider.

23. (Currently Amended) The method of claim 13, wherein the advertisement information ~~at least one term~~ is ~~accepted from a list~~ associated with at least one document.

24. (Currently Amended) The method of claim 23, wherein the at least one document ~~[[is]]~~ comprises at least one ~~Web~~ web page.

25. (Currently Amended) The method of claim 23, wherein the at least one document ~~include Web~~ comprises web pages of a ~~website~~ Website.

26. (Currently Amended) The method of claim 23, wherein the at least one document ~~[[is]]~~ comprises at least one web ~~Web~~ page associated with a path name.

27-51. (Cancelled)

52. (Currently Amended) ~~Apparatus~~ An apparatus for blocking advertisements, the apparatus comprising:

one or more processors; and

one or more machine-readable media configured to store instructions that are executable by the one or more processors to perform operations comprising:

~~an input for accepting;~~ i) at least one blocking category of [[ads]] advertisements to be blocked for a primary advertisement within a web page and one or more terms that are relevant to the at least one blocking category, with the web page for presentation of a primary advertisement; ~~and~~

accepting [[ii)]] at least one [[ad]] advertisement as a candidate for a secondary advertisement within the web page that features the primary advertisement, with each accepted ~~ad advertisement being associated with at least one descriptive category,~~ being configured to be embedded in a [[Web]] web page of a content publisher and being provided by an advertising server;

identifying [[iii)]] a document to which the at least one accepted advertisement ~~ad~~ is linked, the document representing a landing page related to the at least one accepted advertisement ad;

a storage device structured and arranged to store ~~storing the~~ at least one accepted advertisement [[ad]] on [[an]] the advertising server for consideration in a list of ~~secondary~~ candidates for the secondary advertisement;

~~means for~~ analyzing content in the document to identify one or more terms in the document;

comparing the one or more terms in the document to the one or more terms that are relevant to the at least one blocking category;

identifying, based on the comparing, whether the at least one accepted advertisement is in one or more of the at least one blocking category;

~~means for identifying, based on analyzing the content in the document, at least one entry;~~

~~means for adding the entry to the blocking category of ads to be blocked if the entry relates to the least one blocking category of ads to be blocked; and~~

~~means for using the at least one blocking category of [[ads]] advertisements to be blocked to develop the list of the one or more secondary candidates for the secondary advertisement for placement with the primary advertisement, the secondary candidates being selected from the at least one accepted [[ad]] advertisement for the secondary advertisement; and~~

~~preventing the at least one accepted selected [[ad]] advertisement from being included in the list of secondary candidates if the at least one accepted advertisement is in one or more at least a predetermined number of its at least one descriptive category match any of the at least one blocking category of [[ads]] advertisements to be blocked, wherein the at least one descriptive category associated with the ad is determined from the content of the document.~~

53-55. (Cancelled)

56. (Currently Amended) The apparatus of claim 52, wherein the means for preventing an ad from being served includes comprises means for removing the at least one accepted advertisement [[ad]] from the list of candidates a set of eligible ads.

57. (Cancelled)

58. (Currently Amended) The apparatus of claim 52, wherein at least one of the at least one descriptive blocking category ~~[[is]]~~ comprises a ~~product~~ category of advertisements for products to be blocked.

59. (Currently Amended) The apparatus of claim 52, wherein at least one of the at least one descriptive blocking category ~~[[is]]~~ comprises a ~~service~~ category of advertisements for services to be blocked.

60. (Currently Amended) The apparatus of claim 52, wherein the at least one blocking category of ~~[[ads]]~~ advertisements to be blocked is accepted from a list associated with at least one document.

61. (Currently Amended) The apparatus of claim 60, wherein the at least one document ~~[[is]]~~ comprises at least one web ~~Web~~ page.

62. (Currently Amended) The apparatus of claim 60, wherein the at least one document comprises ~~include~~ Web web pages of a website ~~Website~~.

63. (Currently Amended) The apparatus of claim 60, wherein the at least one document ~~[[is]]~~ comprises at least one Web web page associated with a page name.

64. (Currently Amended) The apparatus of claim ~~[[60]]~~ 52, wherein the operations ~~input~~ if further adapted to accept at least one term, the apparatus further comprise comprising:  
comparing advertisement information for the at least one accepted advertisement to the one or more terms that are relevant to the at least one blocking category; and  
preventing an ad the at least one accepted advertisement from being served if at least a part of its ad the advertisement information includes one or more of the one or more terms that

are relevant to the at least one blocking category at least a second predetermined number of any of the at least one term.

65. (Currently Amended) The apparatus of claim 64, wherein the at least [[a]] the part of the [[ad]] advertisement information [[is]] comprises content of a creative of the at least one accepted advertisement [[ad]].

66. (Currently Amended) The apparatus of claim 64, wherein the at least [[a]] the part of the [[ad]] advertisement information [[is]] comprises keyword targeting terms associated with the at least one accepted advertisement [[ad]].

67-68. (Cancelled)

69. (Currently Amended) The apparatus of claim 64, wherein the advertisement information comprises ~~at least one of the at least one term~~ is a product name.

70. (Currently Amended) The apparatus of claim 64, wherein the advertisement information comprises ~~at least one of the at least one term~~ a name of a product manufacturer.

71. (Currently Amended) The apparatus of claim 64, wherein the advertisement information comprises ~~at least one of the at least one term~~ a name of a product retailer.

72. (Currently Amended) The apparatus of claim 64, wherein the advertisement information comprises ~~at least one of the at least one term~~ a service name.

73. (Currently Amended) The apparatus of claim 64, wherein the advertisement information comprises ~~at least one of the at least one term~~ a name of a service provider.



74. (Currently Amended) The apparatus of claim 64, wherein the advertisement information ~~at least one term~~ is ~~accepted from a list~~ associated with at least one document.

75. (Currently Amended) The apparatus of claim [[64]]74, wherein the at least one document [[is]] comprises at least one Web web page.

76. (Currently Amended) The apparatus of claim [[64]]74, wherein the at least one document ~~include Web~~ comprises web pages of a website Website.

77. (Currently Amended) The apparatus of claim [[64]]74, wherein the at least one document [[is]] comprises at least one web Web page associated with a path name.

78-102. (Canceled)

103. (Currently Amended) A computer-readable medium configured to store instructions that are executable by one or more processors to perform operations comprising: ~~having embodied thereon a computer program configured to block digital advertisements, the medium comprising one or more code segments configured, when executed, to:~~

receive user input for a primary advertisement within a web page indicating receiving at least one [[a]] blocking category of digital advertisements to be blocked in a web page and one or more terms that are relevant to the at least one blocking category, with the web page for presentation of a primary advertisement from distribution to a viewer over the distribution network;

accepting at least one advertisement as a candidate receive user input for a secondary advertisement within the web page that features the primary advertisement indicating a digital advertisement, the advertisement being distributed with content distributed to viewers over the distribution network, the ad configured to be embedded in a Web page of a content publisher and provided by an advertising server;

~~identify identifying a document to which the at least one accepted digital advertisement is linked, the document representing a landing page related to the at least one accepted advertisement ad to be embedded in the Web page;~~

~~analyze analyzing content in the document to identify one or more terms in the document;~~

~~identify, based on analyzing the content in the document, at least one entry;~~

~~add the entry to the blocking category of ads to be blocked if the entry relates to the least one blocking category of ads to be blocked; and~~

~~comparing the one or more terms in the document to the one or more terms that are relevant to the at least one blocking category;~~

~~identifying, based on the comparing, whether the at least one accepted advertisement is in one or more of the at least one blocking category; and~~

~~using the at least one blocking category of advertisements to be blocked to develop a list of candidates for the secondary advertisement for placement with the primary advertisement, the candidates being selected from the at least one accepted advertisement;~~

~~preventing the at least one accepted advertisement from being included in the list of candidates if the at least one accepted advertisement is in one or more of the at least one blocking category of advertisements to be blocked.~~

~~using the blocking category of ads to be blocked to develop a list of one or more secondary candidates from the accepted secondary advertisements and block the digital advertisement from distribution over the distribution network if the descriptive category associated with the digital advertisement matches the indicated blocking category of digital advertisements to be blocked, wherein the descriptive category associated with the digital advertisement is determined from the content distributed with the digital advertisement.~~

104. (New) The computer-readable medium of claim 103, wherein preventing comprises removing the at least one accepted advertisement from the list of candidates.

105. (New) The computer-readable medium of claim 103, wherein at least one of the at least one blocking category comprises a category of advertisements for products to be blocked.

106. (New) The computer-readable medium of claim 103, wherein at least one of the at least one blocking category comprises a category of advertisements for services to be blocked.

107. (New) The computer-readable medium of claim 103, wherein the at least one blocking category of advertisements to be blocked is accepted from a list associated with at least one document.

108. (New) The computer-readable medium of claim 107, wherein the at least one document comprises at least one web page.

109. (New) The computer-readable medium of claim 107, wherein the at least one document comprises web pages of a website.

110. (New) The computer-readable medium of claim 107, wherein the at least one document comprises at least one web page associated with a path name.

111. (New) The computer-readable medium of claim 103, wherein the operations further comprise:

comparing advertisement information for the at least one accepted advertisement to the one or more terms that are relevant to the at least one blocking category; and

preventing the at least one accepted advertisement from being served if at least a part of the advertisement information includes one or more of the one or more terms that are relevant to the at least one blocking category.

112. (New) The computer-readable medium of claim 111, wherein the at least the part of the advertisement information comprises content of a creative of the at least one accepted advertisement.

113. (New) The computer-readable medium of claim 111, wherein the at least the part of the advertisement information comprises keyword targeting terms associated with the at least one accepted advertisement.

114. (New) The computer-readable medium of claim 111, wherein the advertisement information comprises a product name.

115. (New) The computer-readable medium of claim 111, wherein the advertisement information comprises a name of a product manufacturer.

116. (New) The computer-readable medium of claim 111, wherein the advertisement information comprises a name of a product retailer.

117. (New) The computer-readable medium of claim 111, wherein the advertisement information comprises a service name.

118. (New) The computer-readable medium of claim 111, wherein the advertisement information comprises a name of a service provider.

119. (New) The computer-readable medium of claim 111, wherein the advertisement information is associated with at least one document.

120. (New) The computer-readable medium of claim 119, wherein the at least one document comprises at least one web page.

121. (New) The computer-readable medium of claim 119, wherein the at least one document comprises web pages of a website.

122. (New) The computer-readable medium of claim 119, wherein the at least one document comprises at least one web page associated with a path name.

123. (New) An apparatus comprising:

means for accepting at least one blocking category of advertisements to be blocked within a web page and one or more terms that are relevant to the at least one blocking category, with the web page for presentation of a primary advertisement;

means for accepting at least one advertisement as a candidate for a secondary advertisement within the web page that features the primary advertisement, with each advertisement being configured to be embedded in a web page and being provided by an advertising server;

means for identifying a document to which the at least one accepted advertisement is linked, the document representing a landing page related to the at least one accepted advertisement;

means for storing the at least one accepted advertisement on the advertising server for consideration in a list of candidates for the secondary advertisement;

means for analyzing content in the document to identify one or more terms in the document;

means for comparing the one or more terms in the document to the one or more terms that are relevant to the at least one blocking category;

means for identifying, based on the comparing, whether the at least one accepted advertisement is in one or more of the at least one blocking category;

means for using the at least one blocking category of advertisements to be blocked to develop the list of the candidates for the secondary advertisement for placement with the primary

advertisement, the candidates being selected from the at least one accepted advertisement for the secondary advertisement; and

means for preventing the at least one accepted advertisement from being included in the list of candidates if the at least one accepted advertisement is in one or more of the at least one blocking category of advertisements to be blocked.

124. (New) A method implemented by one or more processors, comprising:

identifying, based on a reference to a first advertisement in a web page, a category of advertisements to be blocked and one or more terms that are relevant to the category of advertisements to be blocked;

accepting a second advertisement as a candidate for placement in the web page that displays the first advertisement;

accessing a landing page of the second advertisement;

comparing one or more terms in the landing page to the one or more terms that are relevant to the category of advertisements to be blocked;

identifying, based on the comparing, whether the second advertisement is in the category of advertisements to be blocked;

determining, based on identification of whether the second advertisement is in the category of advertisements to be blocked, whether the second advertisement remains as the candidate for placement in the web page.